

# Nimble

Nimble, the delicious tasting 'lighter' bread is the clever choice for the health and calorie conscious who love their daily loaf but don't want it to weigh them down.

With less than 50 calories and only 0.1g saturated fat in each generous slice Nimble is low in fat and high in fibre, but looks and tastes so good you'd never guess. A wholesome, nutritious part of any diet, Nimble is perfect for sandwiches, toast, or on its own with your favourite filling.

Available in three high fibre varieties; White, Wholemeal and brand new Malted Wholegrain there's a unique Nimble loaf to suit all tastes, recipes and occasions with a host of healthy ingredients. Nimble White with the benefits of fibre, Wholemeal with wholegrain goodness and Malted Wholegrain with malted wheat flakes and bran, letting you have your bread and eat it every day of the week.

- Nimble first appeared in the 1950s enabling consumers to enjoy their daily bread without the guilt of excess calories.
- In the 1970s, the Nimble 'Balloon ad' was aired for the first time and has since become an iconic TV ad.
- In January 2005, the slimmer-friendly 'vital statistics' flash on the side, end and top of the pack, was introduced in response to consumer insight. This made information on calories, carbs and fat per slice more easily accessible to make Nimble a great choice whatever diet you are following.
- In celebration of its 50<sup>th</sup> anniversary, 2006 saw Nimble undergo a full makeover from the inside out with bigger slices, stylish new packaging and a great new recipe. All Nimble products are now officially high in fibre.

- 2006 also sees the return of Nimble to the big screen for the first time in over 20 years with a new TV campaign starting in September
- In addition, this summer Nimble teamed up with Dr. Carrie Ruxton to devise a selection of superfood sandwiches, containing less than 250 calories. These recipes can be found on the [www.nimblebread.co.uk](http://www.nimblebread.co.uk) The Nimble website is packed with delicious recipes, advice and product information.

- ENDS-

For information about Nimble please contact:



Tel: 020 7404 3000 Fax: 020 7404 5000

Laura Woods on 07958 455 603 [lauraw@borkowski.co.uk](mailto:lauraw@borkowski.co.uk)

Kate Ferguson 07834 772944 [katef@borkowski.co.uk](mailto:katef@borkowski.co.uk)

Kathryn McAuley 07917 795 [kathryn@borkowski.co.uk](mailto:kathryn@borkowski.co.uk)